THE MINISTER OF STATE FOR TOURISM (KUMARI UMA BHARTI): (a) Prevention of fleecing, harassment and cheating of foreign tourists is essentially a State subject. Some State Governments have framed Tourist Trade Acts to ensure safety and security of tourists.

(b) & (c) Ministry of Tourism regularly takes up the matter of criminal activities involving tourists with the concerned authorities in the Central and the State Governments to prevent occurrence of such instances.

Measures to increase Tourist Inflow

2121. SHRI SANTOSH BAGRODIA: Will the Minister of TOURISM be pleased to state:

(a) whether Government have any plan to increase the flow of tourists to India from different countries;

(b) if so, the details of different plans; and

(c) whether Government have any plan to increase the flow of tourist traffic from developed countries of Europe and America; if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (KUMARI UMA BHARTI): (a) Yes, Sir.

(b) and (c) The plan includes the following steps which have been taken/proposed to be taken:

(i) Aggressive promotional measures to focus on cultural heritage as well as pilgrim tourism.

(ii) Extensive use of information technology measures to improve tourist information.

(iii) Use of direct promotional methods like mailers etc.

(iv) New strategies to bring about focus in the marketing campaign such as:

— Laying stress on new market segments like NRI/Ethnic etc.

— Special promotional campaign promoting India in Summer & Monsoon months.

— Aggressive promotion of Yoga & Ayurveda for mental, physical and spiritual health on the pattern of Spas in Europe.

— Promotion of Explore India Millennium Year and Khajuraho Millennium celebrations.

(v) Formation of a society called "Destination India" in coordination with the private Travel and Tourism Industry to promote India in oversea markets.

Tourism Project sent by State Governments

2122. DR. MOHAN BABU: Will the Minister of TOURISM be pleased to state:

(a) the details of tourism projects sent by various States for approval during the last two years;

(b) the number of projects approved together with financial assistance provided in each project; and

(c) the steps proposed by Government to exploit tourism potential in the country to the maximum extent?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (KUMARI UMA BHARTI): (a) to (c) The development of tourist infrastructure is mainly undertaken by the State Governments. However, to supplement their efforts, Ministry of Tourism provides every year financial assistance for the projects identified and prioritised in consultation with the State Governments on the basis of their tourism potential and availability of funds.

During the last two years, 548 projects were sanctioned for an approximate amount of Rs. 126.40 crores for creation of various tourist facilities in the States/Union Territories.

Promotion of Tourism in Orissa and Rajasthan

2123. SHRI RAMDAS AGARWAL: Will the Minister of TOURISM be pleased to state:

(a) whether the All India Conference of Tourism Ministers was